



New 'Crop Coins' Unveiled for 2018 Farmers Market Program Teaches Kids to Earn, then Shop Local

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Whitestown, Ind. – Nothing feels more like summertime than strolling through the aisles at your local Farmers Market on a Saturday, seeing and smelling the fresh, locally-grown produce trucked in from family farms just a few miles away. A weekend trip to the Farmers Market is usually something on the 'to do' lists of the *adults* in our community. But starting in 2018, there will be a new reason for the kiddos to look forward to our Farmers Markets too.

It's a program called 'Crop Coins' and it's a partnership between the Whitestown Parks Department and our local Centier Bank. Here's how it works: kids can pick up a 'task card' at the Whitestown Farmers Market, or at the Whitestown or Zionsville branch of Centier Bank, on May 5th or after. The tasks require kids to visit different Whitestown businesses to pick up simple items. Once they've finished the tasks, kids can bring their completed cards to the Farmers Market to redeem their Crop Coins, which they can spend at participating vendor booths.

"We were looking for ways to get children more involved at the Farmers Market this year. This program is perfect because it helps teach children about spending while giving them the experience of shopping at a Farmers Market." says Events Coordinator, Sarah Burns.

Whitestown's branch of Centier Bank generously donated \$500 to get the 'Crop Coins' program off the ground.

"I love how seamlessly the Crop Coins program fits in with the Centier values. As a family owned community bank, we are thrilled to help the children of our communities learn not only about saving, but about the great local products at the Whitestown Farmer's Market." says Brad Duncan, Branch Manager at the Whitestown Centier Bank.

Our annual Farmers Market features fresh fruits, vegetables, local honey, locally baked treats, smoked meats, wines, crafts, soaps, lotions and more. It will be held in the south parking lot of the Whitestown Municipal Complex each Saturday, May 5th through September 1st, 2018 from 9:00AM until 1:00PM.

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